



October 12, 1995

To: New York Metro ROU  
(For All Managers, Sales Reps & Retail Reps  
With Country Convenience)

G. H. MOULTON  
Chain Accounts Manager

110 Lake Avenue South, Suite #41, Bldg. #2  
Nesconset, NY 11767  
516-724 1430  
Fax 516-724-2864

Subject: *Country Convenience - New Displays/Plan-o-grams For RJR  
Base Contract And All Other Cigarette Company  
Contracts (ID 2946 00 00)*

Alan Wiley, Owner of Country Convenience and RJR have agreed to use Philip Morris' counter displays to merchandise our brands for our Base Contract. All requirements for RJR Base Contract will remain in effect (no exceptions).

Pine Bush location has been implemented (plan-o-gram attached). RJR has two Full Price footprints with signage (one at each cash register) and one Savings brand footprint which will be one side (25 rows, 5 shelves, including topper) of Philip Morris spring load pack merchandiser. RJR Savings brand signage is authorized on the side of this springload.

The next location scheduled to be implemented is Goshen. I have requested that each location, during this change, save the RJR displays that are presently in the stores so an RJR Sales/Rep can pick them up.


No action is required on your part. Implementation of this program will be handled by Country Convenience and Philip Morris. I will forward all plan-o-grams and schedules of installations to you, as information, as they are agreed on.

The reason for using Philip Morris' counter displays is to clean up the counters and make the appearance uniform in all Country Convenience locations, which will result in a long-term cost savings for RJR.

During your visits to Country Convenience locations, please ensure a large PPD card is in the sign holders above our brands. At that time, you can also implement Price Gap Strategy and Savings Strategy at store level with coupons only.

If you encounter any problems or have any questions concerning this chain, please voice mail me (60437).

Sincerely,

  
Jim Mallardi  
JPM/pk  
att.

"We work for smokers."

51853 3134

*R. J. Reynolds*

P.M. overhead

2 TRAY UNIT  
1-30 Pack (8 Trays)  
1-12 Pack (6 Trays)  
Also a CORNER UNIT  
which holds 20 Packs



Pine Sprigland  
8 rows shelves  
10 Rows from  
R.J.R. HAS TOP 5  
SHELVES (including top row)  
5 wide

4 SEPARATE UNITS  
2 TRAYS EACH  
1-40 Pack (8 Trays)  
1-56 Pack (8 Trays)



2 TRAY UNIT  
1-30 Pack (8 Trays)  
1-12 Pack (6 Trays)  
Plus a CORNER UNIT  
which holds 20 Packs

COUNTRY, PINE BUSH



P.R. lighted sign



51853 3135

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# Facsimile Cover Sheet

To: STEVE MACLEOD  
Company: RJRT  
Phone:  
Fax: 716-634-3145

From: ANN ALVICH - 1210  
Company: R.J. REYNOLDS  
Phone: (908) 225-4774  
Fax: (908) 417-9076

Date: 10/19/95  
Pages including this  
cover page: ③

Comments: THIS LETTER SHOULD  
HAVE BEEN SENT TO YOUR  
REGION.

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51853 3136